

## RULES

1. There is no limit to the number of entries a county may send to the state competition.
2. Information about resources for preparation will be sent from the Beef Ambassador Chairman upon request of the contestant.
3. All information provided by the contestant in each judging area must be factual based on data provided on the Facts About Beef website or through personal research and experience.
4. Contestants may introduce themselves by their first name. Inadvertent identification of their last name will not disqualify them but is discouraged.
5. Business or business casual attire with dress shirt tucked in is encouraged. Overall appearance will be scored.
6. **The decision of the judges is final.**

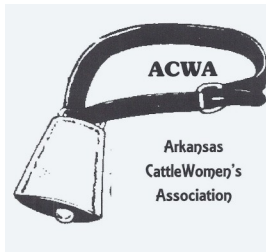
To request an information packet and registration information:

Mail requests to:  
Wendy Pettz  
Arkansas Beef Ambassador Chair  
3258 Madison 6060  
Huntsville, AR 72740

Email requests to: [wlpettz@gmail.com](mailto:wlpettz@gmail.com)  
Call to request: (479) 738-6581

**DEADLINE FOR ENTRIES IS  
NOVEMBER 1, 2013**

**\*\*Information in this brochure is subject to change at any time.**



**For questions or more information:**

**Wendy Pettz**  
Arkansas CattleWomen's Association  
(479)738-6581

**Arkansas Beef Council**  
(501)228-1222

Arkansas Beef Ambassador



**Tell OUR  
Story....**

**2013 Competition**

**November 9, 2013**

**Sponsored by the  
Arkansas Cattlewomen's  
Association**

## Purpose

The Arkansas Beef Ambassador program strives to provide an opportunity for youth to educate consumers and youth about beef nutrition, food safety, the economic value of the beef industry and stewardship practices of the beef industry. Our goal is to utilize our beef ambassadors to tell the beef production story to consumers and youth through promotion, education, media and the online environment.

## Eligibility

Any Arkansas youth between the ages of 9 and 20 is eligible to enter. There are three divisions: YOUTH Division for ages 9-12; JUNIOR Division for ages 13-16 (must be 13 by date of the contest, but not over 17 by Sept 1, 2014; and SENIOR Division for ages 17-20 (must be 17 by the date of the contest, but not over 20 by September 1, 2014).

## Awards

Three monetary awards will be given in each division:

- 1<sup>st</sup>-. \$150.00
- 2<sup>nd</sup>-. \$100.00
- 3<sup>rd</sup>-. \$75.00

The Arkansas CattleWomen's Foundation Scholarship of \$1500 will be awarded to the first place winner of the SENIOR Division. The first place winner will also represent Arkansas at the National Beef Ambassador Competition in 2014. The first place winner of the Junior Division may also be invited to represent Arkansas in the Junior competition of the National Beef Ambassador Competition in 2014.

## Location

The competition will be held **Saturday, November 9**, in Russellville at Arkansas Tech University. Check in and orientation will begin at 8:30 am with the competition beginning promptly at 9 am.

## Youth Division Competition

Presentations in this division will be in speech form. Each speech should be 3 – 5 minutes in length. The speech should be about beef and/or the beef industry. No posters, PowerPoint presentations, tabletop displays, other props, costumes, or videos will be permitted. Note cards will be allowed during the presentation, if needed, but may not be read from. Each judge will ask the contestant a question following their presentation. The questions will be evaluated in two areas: information given as well as the poise of the contestant while answering the questions.

## Junior and Senior Division Competition

Each contestant will be judged in the following three areas of evaluation:

1. **Media Interview** – The contestant will participate in a mock media interview. The interviewer will have two or three pre-determined questions related to current topics in the beef industry to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, poise and the contestant's ability to "Tell the Beef Production Story" and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current issues.

2. **Consumer Promotion** – A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a "sample" to serve as well as beef industry production and nutrition literature and recipes. Scripted "consumers" will approach the table to take the sample. They will ask questions to test the contestant's knowledge, capacity to perform in the field and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide consumers with the appropriate information to answer their questions.

3. **Issues Response** – Contestants will be provided with a recently published news article regarding the beef industry. Each contestant will be asked to compose a brief (250 words or less) response to the article. The responses will be judged by a panel of judges on the contestant's ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.



2013 Senior Division Contestants